



# HOW LEAD GENERATION CAUSED EXPONENTIAL GROWTH

## FOR A COMPANY SELLING BANKING SOFTWARE



# BANKER'S CADDY

— SOFTWARE SUCCESS —

**Kirk Biden,**  
CEO | Banker's Caddy

### ABOUT OUR PARTNER

**Banker's Caddy** was founded as a direct result of the financial crisis in 2008. The CEO, coming from a financial background himself, saw the need for a unique solution that would help other leaders in the financial industry navigate the inevitable challenges this industry faces. The software solution he developed equips financial institutions with the resources to thrive in a data-driven world without the excessive costs, time demands, and complexity.

### ABOUT US

Abstrakt Marketing Group is an experienced B2B lead generation company with more than a decade of experience growing businesses. Our business growth experts use lead generation solutions to cause predictable growth for our exclusive partners. Using a proven and effective B2B appointment setting process, we build healthy sales pipelines for our partners that generate consistent, high-quality opportunities and cause predictable growth.

### THEIR PROBLEM

In August of 2018, the CEO of Banker's Caddy came to Abstrakt interested in learning more about lead generation. He explained that his company marketed a banking performance tracking and analytics software solution. His technology was fully developed, and he knew it could prove useful to many, but he needed help growing his business.

### OUR SOLUTION

We proposed our B2B appointment setting services as a viable solution for helping Banker's Caddy grow their business. To start, we built a list of their target customers (banks and credit unions) and key decision-makers at those companies. Our sales representative at Abstrakt was tasked with the responsibility of finding companies who were looking for a current expected credit losses (CECL) solution and selling the software solution. He followed our proven sales process—cold calling, emailing, qualifying, and nurturing leads to build a pipeline and eventually schedule sales appointments with qualified leads on behalf of Banker's Caddy.

### THE RESULTS

Banker's Caddy has been with Abstrakt for more than two years now. Since they began their program on September 1, 2018, they've added 45 new clients and have generated revenue well in excess of the cost of their program.

“Ours is a relatively complicated software product, but our Abstrakt representative quickly learned enough to sell a meeting to our prospects and handle most of the initial questions/objections. Our only regret is that we didn't discover Abstrakt sooner. We expect them to be an important resource for our company for many years to come.

— Kirk Biden, CEO | Banker's Caddy